

Voss Litho
April 1954



POCKET

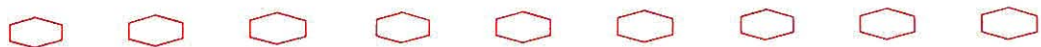
KNIVES

MADE IN U. S. A. BY
**CAMILLUS
CUTLERY
COMPANY**
CAMILLUS, N. Y.



CAMILLUS

P O C K E T K N I V E S



MANUFACTURED BY

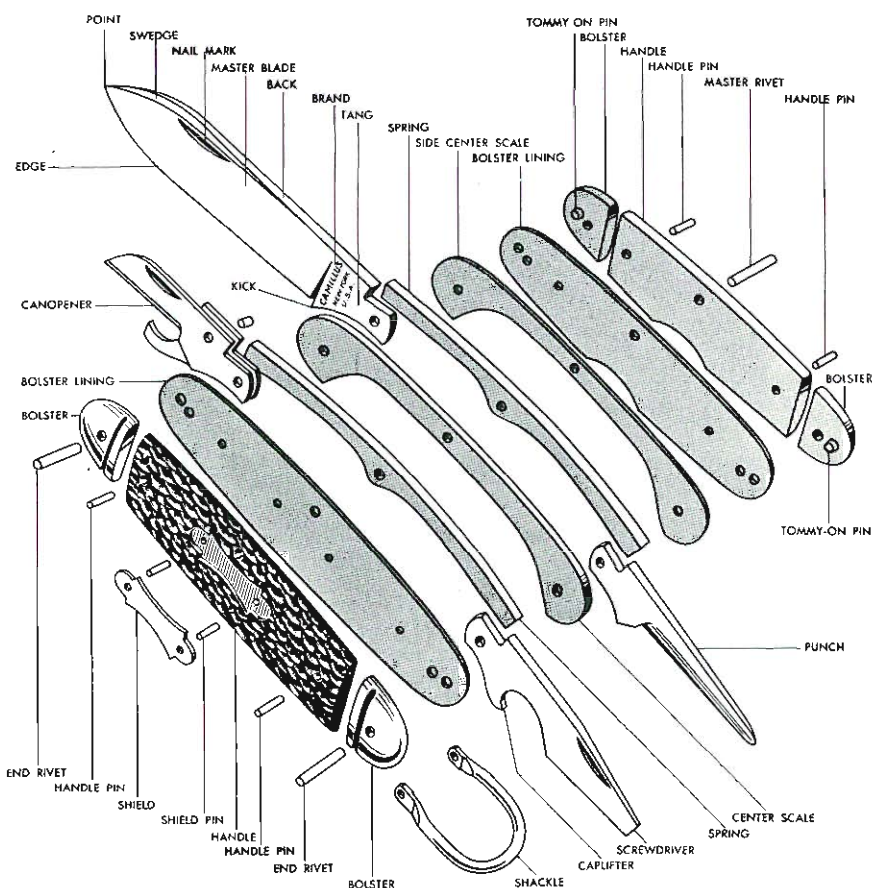
CAMILLUS CUTLERY COMPANY

CAMILLUS, NEW YORK

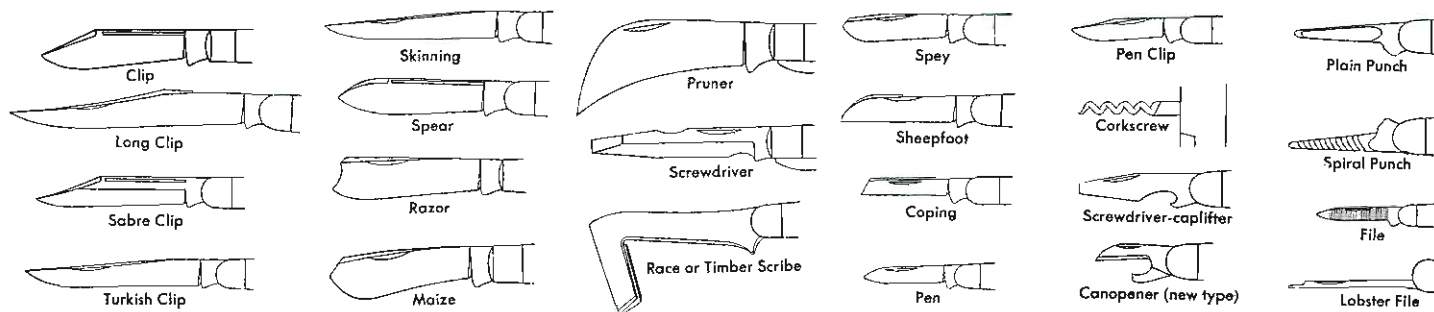
THE PARTS OF A

POCKET KNIFE

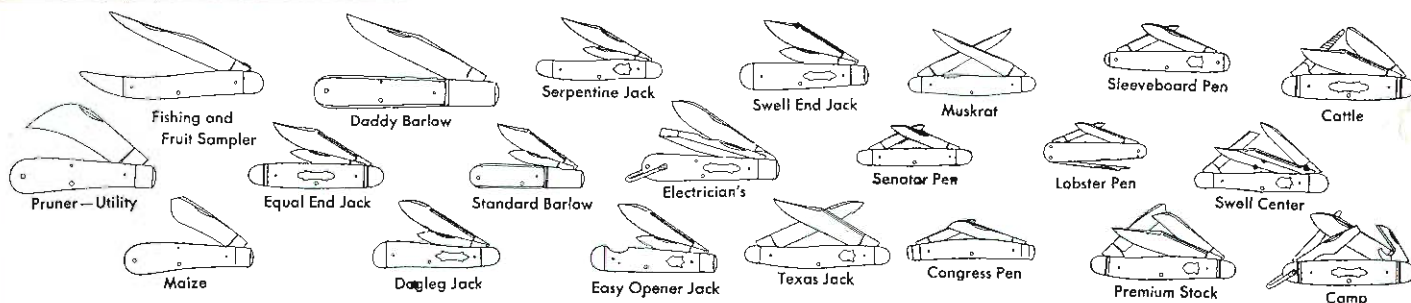
CAMILLUS
has the edge!



KNIFE BLADES



KNIFE PATTERNS



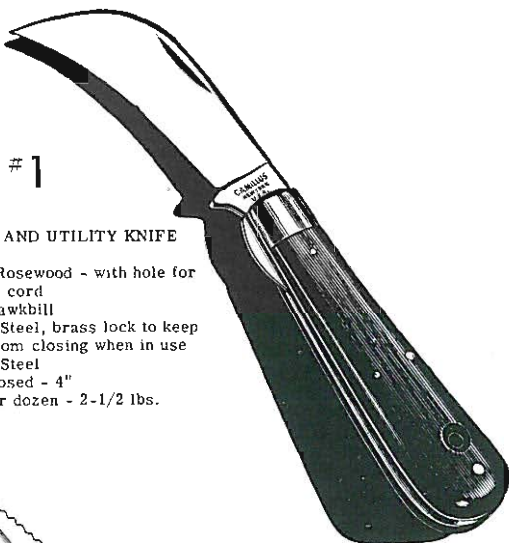
CAMILLUS POCKET KNIVES

CAMILLUS
has the edge!

Why

CAMILLUS HAS THE EDGE

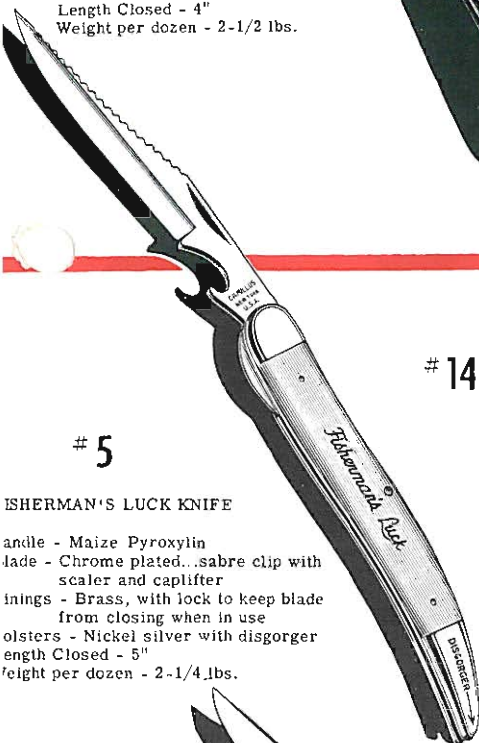
- **BLADES** - of custom-made high carbon cutlery steel providing extra sharpness, toughness and durability - edges hand honed under oil to provide keenest cutting edge possible.
- **CONSTRUCTION** - Precision made to exacting tolerances. Solid handles of the most durable and attractive stag and plastic.
- **APPEARANCE** - high polish, matched handles, most popular patterns supply customer attraction.
- **PACKAGING** - Each knife wrapped in cellophane for more eye appeal, less handling, more protection. New smart boxes numbered on the bottom section to avoid mix-ups.
- **ADVERTISING AND SALES PROMOTION** - the line is supported by national consumer advertising. Display cases, knife stands, counter cards and streamers tie into the program.
- **CAMILLUS CUTLERY COMPANY** is one of the oldest and largest in the country - over 77 years of pocket knife experience - the country's most modern pocket knife factory.



#1

PRUNING AND UTILITY KNIFE

Handle - Rosewood - with hole for cord
Blade - Hawkbill
Linings - Steel, brass lock to keep blade from closing when in use
Bolster - Steel
Length Closed - 4"
Weight per dozen - 2-1/2 lbs.



#5

ISHERMAN'S LUCK KNIFE

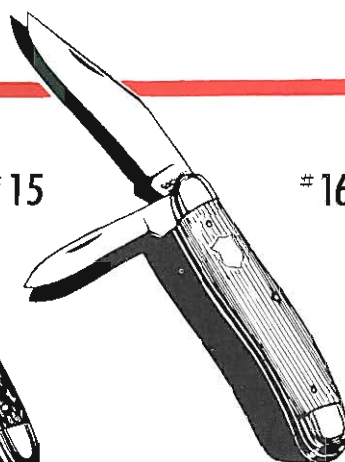
Handle - Maize Pyroxylin
Blade - Chrome plated...sabre clip with scabbard and caplifter
Linings - Brass, with lock to keep blade from closing when in use
Bolsters - Nickel silver with disgorger
Length Closed - 5"
Weight per dozen - 2-1/4 lbs.



#14

SERPENTINE JACK KNIFE

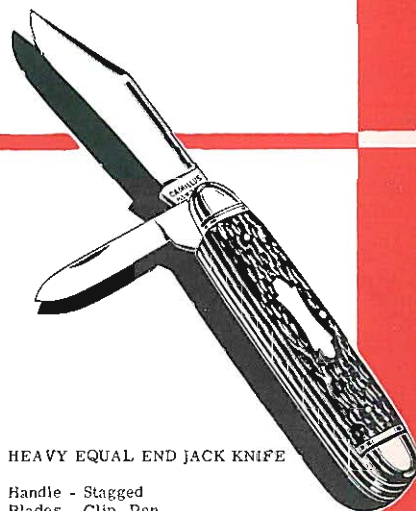
Handle - Stag
Blades - Clip, Pen
Length Closed - 3-3/8"
Weight per dozen - 1-1/2 lbs.



#15

SLENDER SERPENTINE JACK

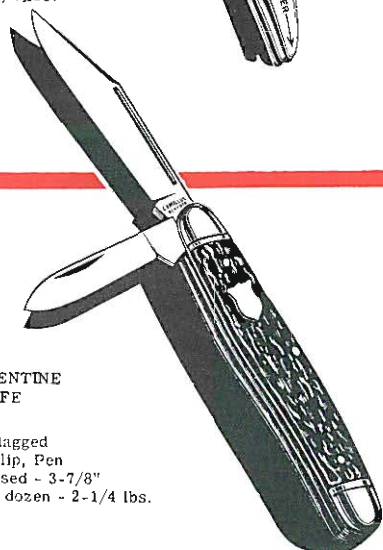
Handle - Maize Pyroxylin
Blades - Clip and pen
Length closed - 3 3/8"
Weight per dozen - 1 1/2 lbs.



#16

HEAVY EQUAL END JACK KNIFE

Handle - Stag
Blades - Clip, Pen
Length Closed - 3-5/8"
Weight per dozen - 2-1/2 lbs.



#18

LARGE SERPENTINE JACK KNIFE

Handle - Stag
Blades - Clip, Pen
Length Closed - 3-7/8"
Weight per dozen - 2-1/4 lbs.



#20

SPORTSMAN'S KNIFE (Skinning, Hunting, Trapping)

Handle - Stag
Blades - 2 Skinning Clip
Length Closed - 3-7/8"
Weight per dozen - 1-3/4 lbs.



#21

PONY JACK KNIFE

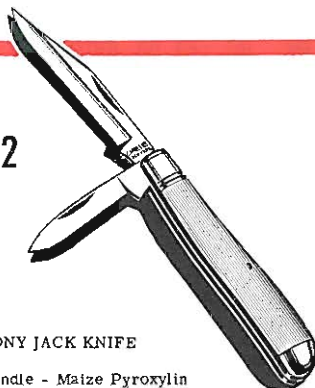
Handle - Stag
Blades - Sabre Clip, Pen
Length Closed - 2-13/16"
Weight per dozen - 1-1/4 lbs.

MADE IN USA BY
**CAMILLUS
CUTLERY
COMPANY**
CAMILLUS, N. Y.

● GENERAL DESCRIPTION OF KNIVES - Linings - brass except where specified. Bolsters, Tips - Nickel silver except where specified. Packed - 1/2 dozen in a box. Illustration Size - 1/2 actual size.

CAMILLUS POCKET KNIVES

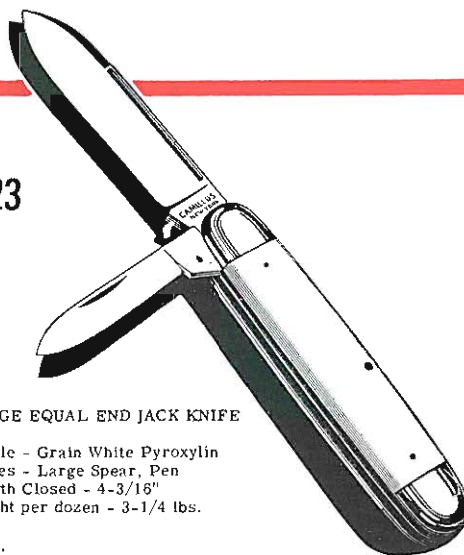
22



PONY JACK KNIFE

Handle - Maize Pyroxylin
Blades - Sabre Clip, Pen
Length Closed - 2-13/16"
Weight per dozen - 1 lb.

23



LARGE EQUAL END JACK KNIFE

Handle - Grain White Pyroxylin
Blades - Large Spear, Pen
Length Closed - 4-3/16"
Weight per dozen - 3-1/4 lbs.

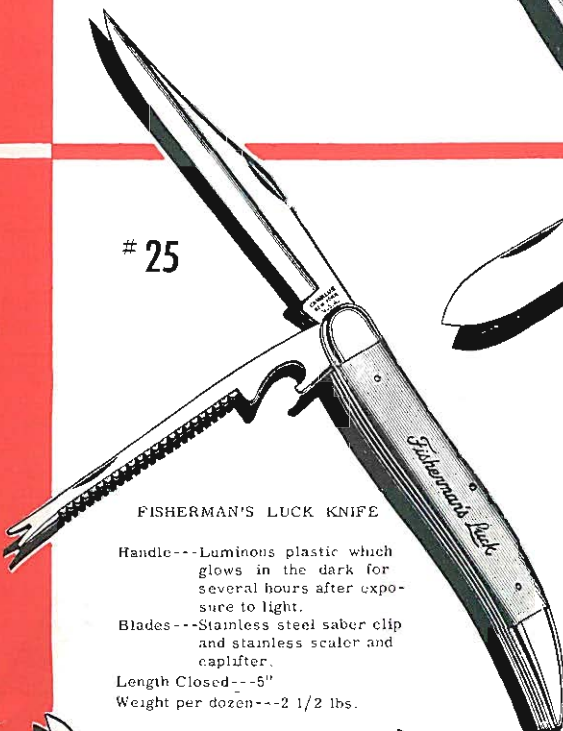
24



SMALL JACK KNIFE

Handle - Nu-Pearl
Blades - Clip, Pen
Length closed - 3"
Weight per dozen - 1-1/4 lbs.

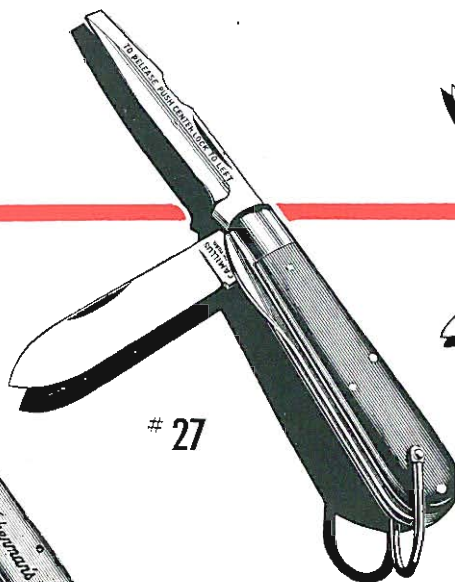
25



FISHERMAN'S LUCK KNIFE

Handle---Luminous plastic which
glows in the dark for
several hours after expo-
sure to light.
Blades---Stainless steel saber clip
and stainless sculer and
caplifer.
Length Closed---5"
Weight per dozen---2 1/2 lbs.

27



ELECTRICIAN'S KNIFE

Handle - Rosewood
Blades - Spear, screwdriver with
sharp edge for scraping
insulation
Linings - Brass - with lock to keep
screwdriver from closing
when in use
Shackle - Nickel Silver
Length Closed - 3-3/4"
Weight per dozen - 3 lbs.

32



PONY JACK KNIFE

Handle - Agate Pyroxylin
Blades - Sabre clip and pen
Length closed - 2 15/16"
Weight per dozen - 1 1/4 lbs.

40



CONGRESS PEN KNIFE

Handle - Stagged
Blades - Sheepfoot, Pen
Length Closed - 3-7/16"
Weight per dozen - 1-1/4 lbs.

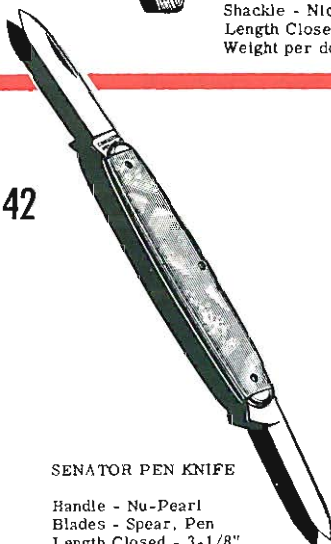
41



SENATOR PEN KNIFE

Handle - Stagged
Blades - Spear, Pen
Length Closed - 3-1/8"
Weight per dozen - 1 lb.

42



SENATOR PEN KNIFE

Handle - Nu-Pearl
Blades - Spear, Pen
Length Closed - 3-1/8"
Weight per dozen - 1 lb.

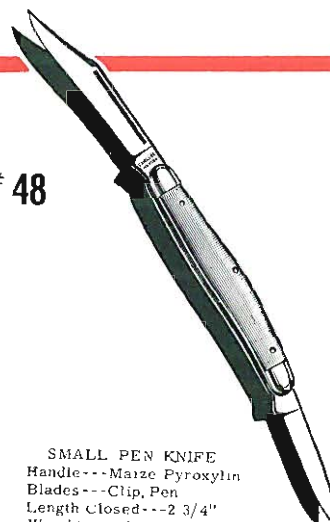
43



SLIM SENATOR PEN KNIFE

Handle - Nu-Pearl
Blades - Spear, File
Shackle - Nickel Silver
Length Closed - 2-13/16"
Weight per dozen - 3/4 lb.

48



SMALL PEN KNIFE

Handle---Maize Pyroxylin
Blades---Clip, Pen
Length Closed---2 3/4"
Weight per dozen---3/4 lb.

CAMILLUS *DeLuxe*

GENUINE BONE STAG HANDLED KNIVES

CAMILLUS

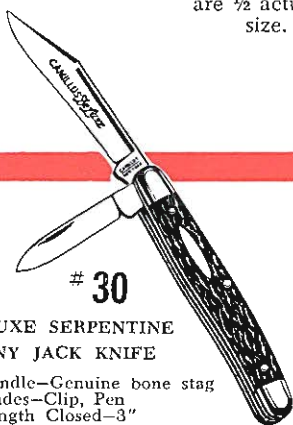
has the edge!

The truly DeLuxe line, combining the high standards of workmanship always found in famed Camillus knives, with the improved styling of genuine bone handles.

- **BLADES:** High carbon custom made steel that provides razor sharpness, rugged toughness. Edges hand honed and hand stropped.
- **CONSTRUCTION AND APPEARANCE:** Precision made of finest materials to exacting tolerances. High polish of all metal components; nickel silver bolsters and shields; genuine bone handles; fancy milled nickel silver linings and center scale.
- **PACKING:** Each knife individually wrapped, ½ dozen to a box. Identifying number on back of master blade for easy identification.

Pre-sold by extensive trade and consumer advertising and sales promotion material. Backed by the famous name of CAMILLUS, over-77-year-old leader in the cutlery industry. Made in Camillus, N. Y. — "Knifetown, U.S.A."

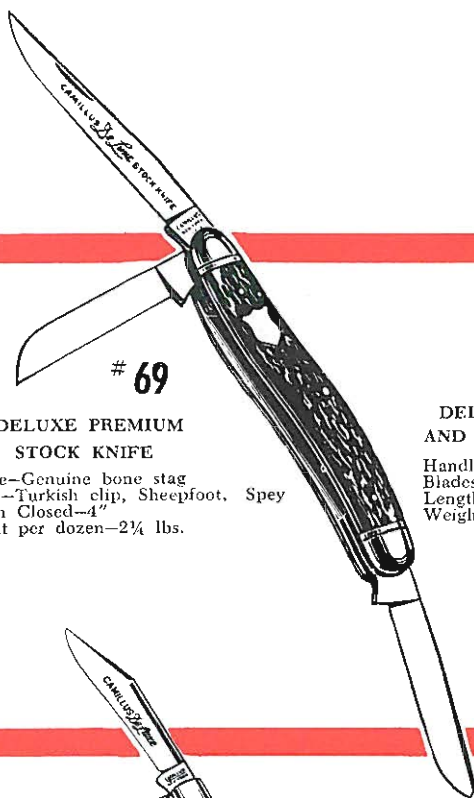
All illustrations are ½ actual size.



30

DELUXE SERPENTINE PONY JACK KNIFE

Handle—Genuine bone stag
Blades—Clip, Pen
Length Closed—3"
Weight per dozen—1¼ lbs.



69

DELUXE PREMIUM STOCK KNIFE

Handle—Genuine bone stag
Blades—Turkish clip, Sheepfoot, Spey
Length Closed—4"
Weight per dozen—2¼ lbs.



80

DELUXE CARPENTER'S AND WHITTLER'S KNIFE

Handle—Genuine bone stag,
Blades—Sabre clip, Pen clip, Coving
Length Closed—3½"
Weight per dozen—1¼ lbs.



81

DELUXE PREMIUM STOCK KNIFE

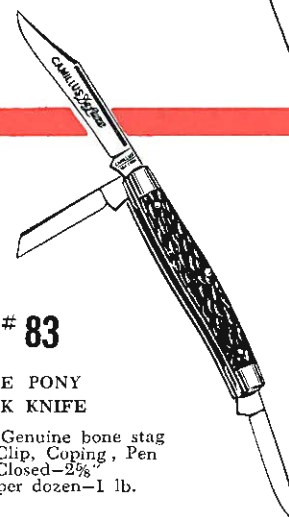
Handle—Genuine bone stag
Blades—Clip, Sheepfoot, Spey
Length Closed—3½"
Weight per dozen—2¼ lbs.



82

DELUXE BABY PREMIUM STOCK KNIFE

Handle—Genuine bone stag
Blades—Clip, Spey, Pen
Length Closed—3"
Weight per dozen—1¼ lbs.



83

DELUXE PONY STOCK KNIFE

Handle—Genuine bone stag
Blades—Clip, Coving, Pen
Length Closed—2½"
Weight per dozen—1 lb.



28

DELUXE SERPENTINE

JACK KNIFE

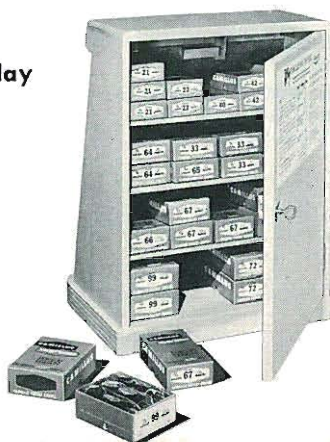
Handle—Genuine bone stag
Blades—Clip, Pen
Length Closed—3¼"
Weight per dozen—1½ lbs.



46-24
24 Piece
Counter Display

Description of 46-24 Display Case

Wood — Bleached oak.
Width — 13 $\frac{3}{4}$ "
Height — 18 $\frac{3}{4}$ "
Depth at base — 10"
Bright red knife panel, curved glass front.
Modern and attractive. Displays 24 knives. White strips for numbers and prices. Large storage space holds 24 dozen knives. Door locks.
Each securely packed in corrugated container.
Weight — 18 lbs. each.



These are the **CAMILLUS** point-of-sale displays

that are increasing the
pocket knife sales of many
stores throughout the nation!



55
12 Piece
Display Panel Case

Description of #55 Display Case

Base — 12 $\frac{1}{2}$ " x 12 $\frac{1}{2}$ "
Height — 16"
Twelve knives mounted on a bleached oak veneer Masonite panel.
Each knife identified by number and selling price.
Storage compartment in base. Can be locked.
Weight — 8 $\frac{3}{4}$ lbs.

New approach to pocket knife display. Knives displayed with all blades open. Panel can easily be used as a wall or window display.

Free SALES HELPS

- ① National Consumer Advertising
- ② Newspaper Mats for your Local Advertising
- ③ Window and Counter Display Cards
- ④ Catalog of the Complete Line
- ⑤ Facts for Sales People

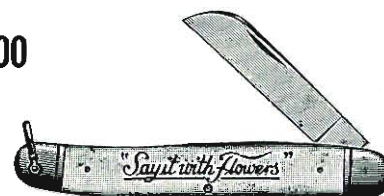
To instruct your store personnel on Sales Points and help them do a better selling job.

Write us about these

CAMILLUS
has the edge!

FAST SELLING TOP QUALITY knives

100



FLORISTS' KNIFE

Handle - Grain White Pyroxylin, Stamped in green "Say it with Flowers"
Blade - Straight edge stem cutter
Length Closed - 3-7/8"
Weight per dozen - 1-1/2 lbs.

295



OFFICE KNIFE

Handle - Grain white pyroxylin
Blades - Spear, spey
Length closed - 3-5/16"
Weight per dozen - 7/8 lb.

5 New Members of the Family

CAMILLUS
has the edge!

additions to the distinguished Camillus Line.

New slender styles

New colorful unbreakable Handles

Established *Camillus Quality* of
outstanding edges and unsurpassed finish.



#86 SLENDER PREMIUM STOCK

Handle — Brazil Horn Pyroxylin
Blades — Clip, sheepfoot, spey
Length closed — $3\frac{3}{16}$ "
Weight per dozen — $1\frac{1}{2}$ lbs.

#85 SLENDER PREMIUM STOCK

Handle — Agate Pyroxylin
Blades — Clip, spey, pen
Length closed — $3\frac{3}{16}$ "
Weight per dozen — $1\frac{1}{2}$ lbs.

#84 JUNIOR CARPENTERS KNIFE

Handle — Maize Pyroxylin
Blades — Clip, spey, pen
Length closed — $3\frac{3}{16}$ "
Weight per dozen — $1\frac{1}{2}$ lbs.

#15 SLENDER SERPENTINE JACK

Handle — Maize Pyroxylin
Blades — Clip and pen
Length closed — $3\frac{3}{16}$ "
Weight per dozen — $1\frac{1}{2}$ lbs.

#32 PONY JACK KNIFE

Handle — Agate Pyroxylin
Blades — Sabre clip and pen
Length closed — $2\frac{13}{16}$ "
Weight per dozen — $1\frac{1}{4}$ lbs.



N-6 SELF-MERCHANDISER

Gift Packed in easel counter display
Each knife in transparent
sleeved box
1 each #15, #32, #84, #85 and
2 each #86

55-W PANEL DISPLAYS:

NOS.: 14, 21, 22, 24, 41, 48,

55-W PANEL DISPLAYS:

NOS.: 14, 21, 22, 24, 41, 48,

64, 65, 67, 72, 76 & 77

64, 65, 67, 72, 76 & 77

CAMILLUS
has the edge!

Sells Knives 2 to 1 OVER CONVENTIONAL CASES!

- ★ New approach to pocket knife display.
- ★ Customers can feel goods necessary to self selling in this day of "Quick Service."
- ★ Knives wired to panel and protected with lacquer.
- ★ Blades displayed fully opened. We "SELL THE CUT" and here we show it.



55-A PANEL DISPLAYS:
NOS.: 14, 21, 22, 24, 48, 51, 63, 66
67, 72, 76, & 77.

55-B PANEL DISPLAYS:
NOS.: 15, 18, 20, 32, 40, 41, 42,
69, 84, 85, 86 & 99.

CONVENIENCE: Designed for modern "island" position. Easy to reach storage case, provision for locking.

SPACE SAVER: Occupies only 1 sq. ft. OR - hang panel on peg board.

Proven in retail research project as having TWICE THE DRAWING POWER of other displays.

CAMILLUS
has the edge!

CAMILLUS CUTLERY COMPANY, Camillus, N. Y.

55-P PANEL DISPLAYS: 55-E PANEL DISPLAYS:

NOS.: 14, 21, 22, 41, 48, 64,

65, 67, 72, 76, 77 & 99

NOS.: 14, 16, 21, 22, 41, 42,

48, 51, 67, 72, 76 & 99

55-D PANEL DISPLAYS:

NOS.: 15, 28, 30, 32, 69, 80,

81, 82, 83, 84, 85 & 86

Steak

KNIVES

Von Litts
May 1954



What better way to appeal to both the lady and the gentleman of your prospective customers, than with this fine steak set. Serrated edges (never need sharpening) and attractive handles make this a welcome addition to any table. Blades are stain resistant.

WK 100

Made in U.S.A. by Camillus Cutlery Co., Camillus, N. Y.

- Retail Value \$2.50
- Dealer's Cost \$1.25
- F.O.B. Camillus, N. Y.
- Minimum Order: 48 Sets

Handsome CARVING SET

(Matches above steak knife set)



WK 101

Watch their faces glow when you hand them this beautiful carving set. Designed to add charm and grace at all dinner settings, yet is sturdily constructed to give rough, tough service. Blades are stain resistant.

- Retail Value \$2.95
- Dealer's Cost \$1.35
- F.O.B. Camillus, N. Y.
- Minimum Order: 48 Sets

CAPPEL-Mac DONALD & CO.
PREMIUM DIV.

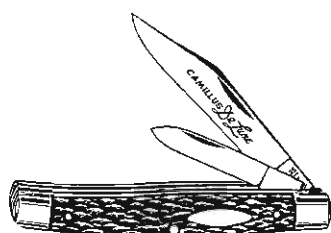
737 No. Michigan Av. Chicago 11, Ill.

CAMILLUS
has the edge!

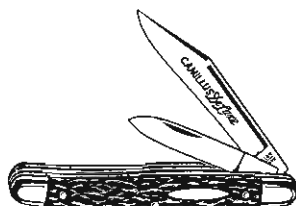
Genuine Bone Handle
Deluxe
POCKET KNIFE ASSORTMENT

THE MOST WANTED* KNIVES

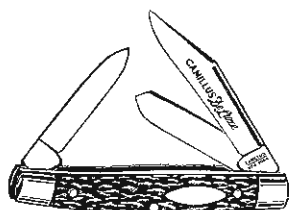
Individually boxed in attractive counter display



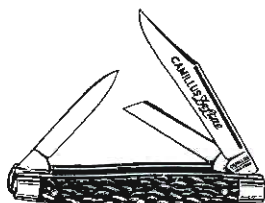
1 each
No. 28B
Length Closed—3¼"



2 each
No. 30B
Length Closed—3"



2 each
No. 82B
Length Closed—3"



1 each
No. 83B
Length Closed—2½"



ALL KNIVES:

- Genuine bone stag handles
- Nickel silver linings—milled fronts
- Nickel silver bolsters
- Blades hand-honed to permanized edge
- Top-quality product in every respect.

B-6 ASSORTMENT

Each knife in gift box
with transparent acetate sleeve

**Popular Mechanics continuing survey.*

TO REORDER:

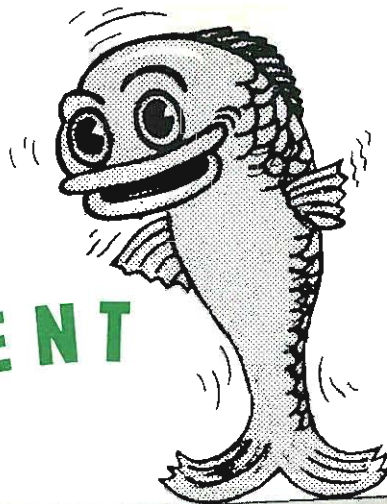
1. If Assortment as shown on this page is wanted, specify—Assortment B6
2. If fill-in stock only is wanted, specify number of knife wanted, i.e., No. 28B, etc.

**CAMILLUS
CUTLERY
COMPANY**
CAMILLUS, N. Y.

Made in the United States by Master Craftsmen

fishin'

KNIFE ASSORTMENT



An assortment of knives to capture all the fishing trade

ASSORTMENT NO. FK-5

- 5 different types
- All with keen, sharp blades
- Each is equipped with scaler
- All have solid construction, brass linings.

1½ dozen knives in Assortment—1 of each knife mounted on card for display, and back-up stock. When back-up stock is sold out, knives can be reordered by specifying number.

Shipping weight 4 ¼ lbs.



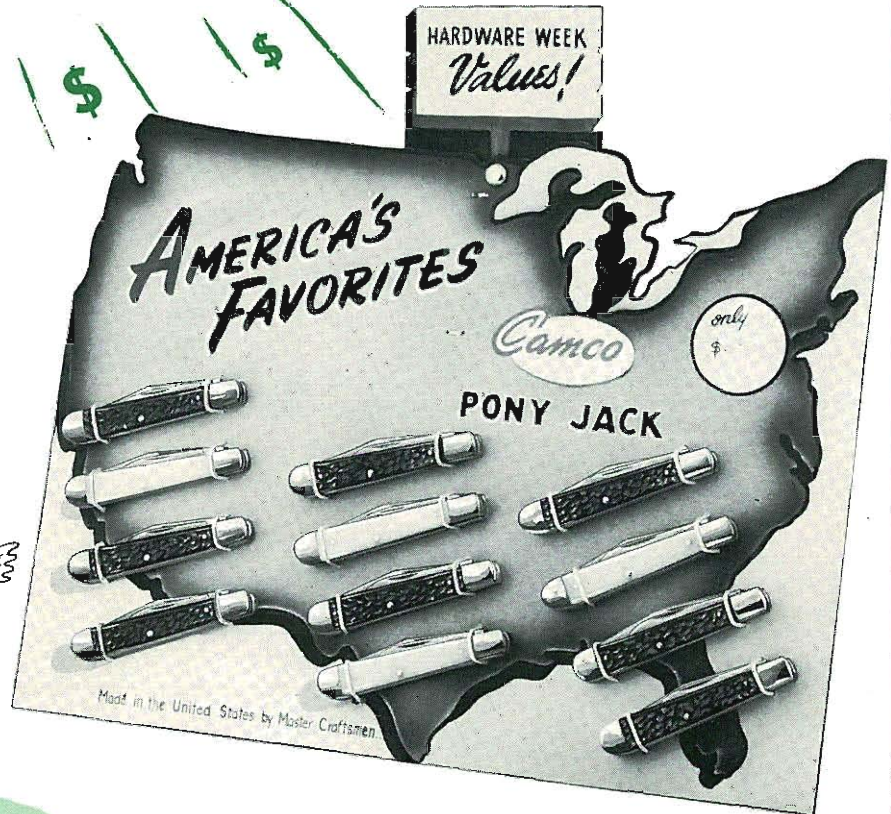
Made in U.S.A. by
**CAMILLUS
 CUTLERY
 COMPANY**
 CAMILLUS, N.Y.
 ONE OF THE OLDEST AND LARGEST
 MANUFACTURERS OF KNIVES IN AMERICA

**A KNIFE FOR
 EVERY FISHERMAN**

HARDWARE WEEK SPECIAL

Good Quality
Camco
GOOD QUALITY

SPECIAL
Dealer Price
\$8.00
Per Card



- ★ Surgical steel blades
- ★ Solid bolsters
- ★ Solid handles
- ★ Brass linings
- ★ Eye-catching Display

ASSORTMENT NO. 1200

1 Dozen on Card — 8 stag, 4 maize

PRICED TO SELL at .98¢ each
Normal retail value \$1.19

FAST SELLERS — QUICK TURNOVER

Packed 1 doz. on card, boxed.
Shipping weight 1 1/4 lbs.

Made in U.S.A. by
**CAMILLUS
CUTLERY
COMPANY**
CAMILLUS, N.Y.
ONE OF THE OLDEST AND LARGEST
MANUFACTURERS OF KNIVES IN AMERICA

CAMILLUS *Luxuria*

*For many years the only Co.
Kansans City
orderd
1/4 from
Voss*

featuring: High carbon Stainless Steel blades
Fine silver overlay handles that will not
come loose
Solid wood, hand rubbed, velvet
lined Treasure Chests



CAMILLUS
has the edge!

a famous 76
year old name

P122

6 Piece Steak Set in Hardwood Block.
"LUXURIA" Quality but without
silver overlay
Attractively Gift boxed

Retail \$9.95



P132

"LUXURIA" Steak Knife Set
8 Steak Knives with over-
lay handles in wooden
Deluxe Chest, boxed
Weight—2 1/4 lbs.

Retail \$39.95



MADE IN U.S.A. BY

**CAMILLUS
CUTLERY
COMPANY**

CAMILLUS, N. Y.

P133

"LUXURIA" Carving Set
8" Roast Slicer
9 1/2" Ham Slicer
5 1/2" Chef's Fork
All with overlay handles
in wooden Deluxe Chest.
"Rollit" sharpener with
instructions included.
Weight—1 3/4 lbs.

Retail \$39.95



P134

"LUXURIA" Steak Knife Set
6 Steak Knives with over-
lay handles in wooden
Deluxe Chest, boxed
Weight—2 3/4 lbs.

Retail \$33.50

